

Social Sharing Value Of Brand Consumer And Facebook Page Brand Engagement: Mediating Role Of Trust And Satisfaction

Yin Qian , Wang Lijie , Wen Xuena , Shen Haidoug

Lincoln University College, Malaysia

Abstract

Social media (namely Facebook) creates a clear technology element in the promotion of apparel brands in a cutthroat marketing climate. Through social media involvement and the joint efforts of customers and brands, marketers work to build relationships between consumers and brands. With satisfaction and trust acting as mediators between brand consumer social sharing value and brand Facebook page engagement, the link between brand consumer social sharing value (BCSSV) and brand Facebook page engagement (BFPE) was examined in this study. The information was gathered from Pakistani social media users who commonly use Facebook. Results indicate that trust acts as a mediator between brand consumer social sharing value and brand Facebook page engagement. Brands could employ these B2C social sharing principles to build community on their Facebook Pages and encourage user involvement and insightful comments in order to elevate individuals in the brand communities.

Keywords: Social Sharing Value, Brand Consumer, Brand Communities, Brand Facebook Page Engagement

I. INTRODUCTION

Through the development of social media, communication methods have evolved in the global village. Social media's quick spread transformed the globe and brought people closer together by enabling new forms of communication and collaboration. Social media refers to the quantity of users who use social media channels to share information, experiences, business activities, ideas, cultural practices, and viewpoints. While social media platforms allow users to create and share content in a variety of formats, such as images, words, audio, and video, and offer a variety of products and services that add value for organizations and stakeholders, purchasing items and shopping on social media is still a novel experience in Pakistan

(Irshad et al., 2020; Safko & Brake, 2009). Social media has developed into a potent advertising

tool over time because to the rapid advancement of technology. It also gives rise to novel and innovative marketing strategies and gives companies a platform to communicate with their target customers (Ahmad et al., 2015).

Social media offers a platform on a broad scale for the development of customer relationships with brands, making the engagement simple and effective. Online social media platforms like Facebook, Twitter, and Instagram are used by brands to interact with their target audiences by disseminating important information. Promotional events are also seen as major efforts to elicit positive feedback from customers by involving them in two-way communication (Chetioui et al., 2020; Murdough, 2009). Throughout the day, brands use online campaigns to forge a closer bond with their customers, which produces feedback that

helps them better understand their perspectives and win over their stakeholders (Chetioui et al., 2020; Waheed, Kaur, Ain, & Hussain, 2016; Waheed, Kaur, Ain, & Sanni, 2015).

Particularly, brand-hosted platforms like Facebook brand pages provide their online customers a variety of facilities to boost consumer engagement, services, product information, special offers and discounts, and other types of attraction (Breitsohl et al., 2015). To engage customers in social networking with companies and to promote customer engagement and sharing of brand content on social media, brands participate in online social channels.

The use of the internet and social media has grown over time in Pakistan Figure.1, and from December 2019 to December 2020, Facebook usage significantly changed in comparison to other social media platforms (Instagram, YouTube, Twitter).

Social media and technology's quick adoption make it simple for marketers to reach their target audience and develop effective tools for analyzing consumers' purchasing patterns. The most effective technique to gauge consumer behavior is to gauge their propensity to purchase that brand, which increases the likelihood that they will do so (Husnain & Toor, 2017). The use of social media has rapidly increased, allowing consumers to gain from the sharing of product, feature, and brand information through various channels including Facebook, Twitter, and YouTube. This has increased consumer knowledge and awareness of that product category (Ahmed & Zahid, 2014; Ahmad, & Waheed, 2015; Ain, Kaur, & Waheed, 2016; Sanni et al., 2013; Shahbaz, Jam, Bibi, & Loganathan, 2016).

The rise of social media platforms gave marketers new opportunities to build

relationships with their customers. Particularly social media sites, like Facebook brand pages, have given brands the capacity to support operations like providing customer services, product information, and promotional offers (Breitsohl et al., 2015). The behavior of online customers, which incorporates series connections between people liking a brand (O'guinn & Muniz, 2001), is crucial for managers to understand as the number of Internet and social media users increases globally (Schouten, McAlexander & Koenig, 2002; Muiz Jr, Schau, & Arnould, 2009; Zhang, Zhou, Su, & Zhou, 2012).

A few businesses are using social media to aid in the development and growth of brand communities by harnessing the capabilities of both brand media and brand communities (Muniz & O'guinn, 2001; Kaplan & Haenlein, 2010). According to Van Doorn et al. (2010), the definition of customer engagement behavior is "a behavioral expression of customers that have a firm or brand focus, beyond purchase, stemming from motivational motivations." Choosing a brand as a favorite on Facebook allows customers access to the brand's material, creating an important channel for the dissemination of brand information. The development of social networking sites like YouTube, Twitter, Wikipedia, Facebook, Instagram, and Pinterest has provided numerous brands with incredible opportunity to connect with their target audiences.

Several businesses are utilizing the power of social media brand building through various social media channels. Through brand-hosted platforms, such as Facebook pages, brands have obtained the ability to offer services, promotions, information for customers, and numerous forms of entertainment (Lipsman et al., 2012). There is hardly any literature on the interactions between brands and consumers on

networking platforms that are sponsored by brands. Few studies have examined brand communities on social media, while the majority have concentrated on offline brand networks. Empowerment can lead to increased choice and concern, which can be perplexing and thought-provoking. But a greater understanding of the satisfactions brought about by consumers' interactions with companies on social networking sites is of utmost interest (Brodie et al., 2011). Investment in brand relationships is a type of interactive communication between brands and consumers. Examine how brand-consumer social media interactive networking is likely to promote media "engagement" in this research study. This study aims to clarify how media gratifications can be used to encourage social sharing of brand-consumer information. The attainment of superior organizational goals, brand referrals, cost savings, superior sales growth, and product development are likely to be aided by the rising level of brand-consumer engagement.

The social media platform is beneficial to our textile sector. Even though the company is still in its early stages, social media allows us to still have a big impact on business in Pakistan. There are several fashion specialists and driving material organizations in Pakistan. It now occupies a prominent place in the broad textile sector. Pakistan made tremendous advancements, and individuals became more cognizant of dress trends. People switch from the idea of having apparel custom-made to ready-made brands as a result. There are numerous textile clothing companies creating branded textile clothing items, including Maria B, Sana Safinaz, Junaid Jamshed, Gul Ahmed, Mausummery, Wardah, Lala Textiles, and Firdous.

These brands are promoted in Pakistan using social media, online advertising, television, print

media, and SMS marketing. They are offered for sale at local and international retailers and presentations. Social media platforms are used for a lot of advertising (Abdul Ghani, 2010).

These advertising tactics effect subtly affect the ladies purchasing conduct. Verbal communication and online life promotion can unquestionably have a negative impact on the purchasing process. This study aims to present the notion of Brand-Consumer Social Sharing Value and its implications on Media Engagement based on the research mentioned above. The study's major goal is to investigate the relationship between brand customer social sharing and the longevity of consumer connection with textile clothing brands through brand-hosted media (Facebook Channel).

2. LITERATURE REVIEW

A wide range of articles focused on how consumers calculate profits by utilizing media and brand correspondence channels have been written about the dimensions of brand consumer social sharing value (Abdul-Ghani, Hyde, & Marshall, 2011; Hausman & Siekpe, 2009). In this regard, media and advertising scientists attribute a variety of implications to the social fulfilment obtained from a communication tool, including gaining insight into the circumstances of others, looking for the main purpose of the discussion and social communication, having a choice for real association, performing social tasks, and being given the opportunity to mingle (Calder et al., 2009; Chiu & Huang, 2015; McQuail, 1987). The concept of Brand-Consumer Social Sharing Value is based on the media gratifications gained from brand-purchaser effectively intervened cooperation, which is likely to drive the improvement of brand connections and, as a result, result in a functioning commitment of customers in virtual brand networks. The essential elements of Brand-Consumer Social Sharing Value are

described in this research using data from the applied system developed by (Knobloch & Solomon, 2002, 2003) in the realm of warm connections, intimacy, relationship, and a sense of brand network having a home.

Relationship intimacy is a necessity for human existence and relationship creation (Baumeister & Leary, 1995). Our relationships with our loved ones evolve and are supported in large part by our feelings. Better connection, coordination, and communication between ourselves and our relationships, as well as the growth of intimacy-related sensations, play a crucial role (Keltner & Haidt, 1999).

Intimacy can signify different things in different situations. Intimacy can take five different forms, including sexual intimacy, intellectual intimacy, social intimacy, recreational closeness, and emotional intimacy (Stern, 1997). These sorts of intimacy have all been examined by Schaefer and Olson (1981). Relationship type determines how intimate a relationship is. Relationships can be described using the terms limited intimacy and full intimacy; the limited intimacy concept has been used for customer relationships (Stern, 1997). The five C's—communicating, caring, resolving conflicts, comfort, and commitment—are referred to as major components of emotional intimacy. These five C's components support preserving and enhancing buyer-seller relationships. The relationship between a consumer and a brand can be explained in part by this form of emotional closeness (Ain, Vaia, DeLone, & Waheed, 2019; Ali et al., 2010; Shahbaz, Tiwari, Jam, & Ozturk, 2014; Waheed & Hussain, 2010; Yim et al., 2008).

Brand recognition is a type of reciprocal recognition in which a company acknowledges its customers by sending them a highly individualized message that allows them to

recognize the brand by its characteristics. As stated above, simple content requires less attention (Robertson, 1989), saves time (Berlyne, 1960; Finn, 1988), and is simpler for consumers to comprehend (Robertson, 1989) and recall the memory when consumers need it. Therefore, it is generally believed that basic components are easier to remember than those composed of many different and connected parts.

Low-attention components are simple to recall from memory and have a significant influence on consumer thinking (Berlyne, 1960; Robertson, 1989). These seemingly insignificant details have a significant impact on customers' minds when creating advertisements for a company. The goal of the commercial is to draw in consumers and inform them of the features, advantages, and other qualities of the brand's products. Consumer purchasing propensity is entirely dependent on brand contact and purpose.

Brand Influence

The consumer attachment and their perceptions of the brand attributes are the primary foci of brand influence research (Keller, 1993). (Berry, 2000) conducted research on customer service settings, and the findings show that consumers are more sensitive to brand actual purposes that they experienced from their services. In this situation, brand image and brand reputation are crucial for the consumer and are derived from the consumer's prior purchasing experiences. As a result, (Berry, 2000, p. 128) suggests that a company's name is more valuable to customers than its goods. There are many companies whose main activity is to provide services to clients, who trust the company's reputation and are more interested in it since they offer certain types of functional services. In the discussion above, it is mentioned that businesses in various

categories have various brand names and brand perceptions.

According to research by Brakus et al. (2009), the brand experience is the culmination of internal consumer reactions in the form of emotional behavioral cognitive attachments and sentiments. These elements have an impact on how consumers perceive the brand image. The study's findings also show that consumer personality qualities have no bearing on brand-buying behavior; rather, the key factor is the consumer's actual brand-buying experience, which is measured by customer satisfaction (Brakus et al., 2009; Mazhar, Jam, & Anwar, 2012; Qazi et al., 2014; Ziauddin, Khan, Jam, & Hijazi, 2010).

Brand Community

Consumers' adoption of brand-related attitudes and behaviors, along with the development of an understanding of brand practices that have an impact on the brand both directly and indirectly, define a relationship with the brand community. Facebook is the most popular online social media platform that aims to promote global contact and break down communication barriers. Facebook is a web service that enables users to sign up and create profiles that include personal information, hobbies, and images. Users can also communicate and share information both privately and publicly through messages, groups, and friend networks.

The user's Facebook profile includes their city, place of employment, school, university, and country. This information is used to create a social network on Facebook, and with all of these details, your shared personal information is only visible to those individuals, groups, and users who accept friend requests from other users. There is no public information otherwise. Although the user is completely unaware of the other group members in this situation, they

nonetheless share information, discuss information, and converse with one another over social media while engaging in all these activities.

Facebook brand communities are social media platforms that offer brand communities for businesses to target their customers (Laroche et al., 2013). According to Facebook (www.facebook.com), which is the most popular and widely used application in comparison to other social network channels, there has been a tremendous rise in the number of users that use this application actively, with almost 751 million monthly users as of February 2004. (as of March 2013). When comparing usage and access rates across different media, Facebook is the most popular application (Hsu, 2012; Jam et al., 2014; Khan, Akbar, Jam, & Saeed, 2016; Waheed & Jam, 2010; Waheed, & Kaur, 2016). Companies nowadays have discovered enticing ways to communicate with their target audiences about their brands' products through entertaining posts, videos, photographs, and other activities (De Vries et al., 2012).

Facebook brand network demonstrates a method of establishing ties with businesses (McAlexander et al., 2002) and boosting the volume of brand and consumer relationships on Facebook (Muniz & O'guinn, 2001). Customers who like a brand's Facebook page and sign up as followers are more interested in learning about the features of the brand's products, and they may also be more dedicated to the brand (Bagozzi & Dholakia, 2006). Compared to non-brand Facebook page fans, brand page fans are more likely to visit brand stores, learn more about the brand's products, and otherwise help the brand grow (Dholakia & Durham, 2010).

To join Facebook brand communities in which they are interested and have a desire, a user created a profile and searched for various

brands' Facebook pages to do so (Elliott & Wattanasuwan, 1998; Grayson & Martinec, 2004; Schembri et al., 2010). This investigation will investigate how to influence consumer distinguishing proof with friends and network in order to achieve this goal.

Brand Trust

Scholars from a variety of disciplines, including organizational behavior, political science, and others, have been particularly drawn to the concept of trust (Connolly & Bannister, 2007). There aren't enough precise studies looking at how trust relates to other social constructs to advance this topic. Additionally, contrary conclusions about the forerunners of trust in the study of marketing demand further research (Arnott et al., 2007).

Marketing professionals must eliminate client doubt and persuade people to purchase the things they are selling (Arnott et al., 2007). In an online setting, client trust is considered to be important for organizations (Connolly & Bannister, 2007; Reichheld & Scheffer, 2000). There is a need to investigate the factors that affect customer trust throughout the web-based purchasing process because previous studies suggest that research about trust in virtual scenarios is constrained (Connolly & Bannister, 2007; Khan, Jam, Akbar, Khan, & Hijazi, 2011; Khan, Jam, Anwar, Sheikh, & Kaur, 2012; Waheed, Kaur, & Kumar, 2016; Waheed, Kaur, & Qazi, 2016).

Positive conversations foster trust in commercial interactions (Lambe et al., 2000). By allowing customers to participate in advertising campaigns, businesses establish connections with their customers (e.g., Pepsi, Dove, and American Express). In recent years, experts have fairly acknowledged that users of online brand networks are obligated to exhibit positive relationship qualities including increased

accountability, happiness, and trust (Brodie et al., 2011, 2013). This study also concurs that when a relationship between a customer and an organization develops, it encourages cooperation, which (if successful) is certain to increase trust because customers rely more on information from other customers than from the organization (Dabholkar & Sheng, 2012). We come to the conclusion that brand communities on social media boost brand loyalty due to the impact of brand trust.

Brand Satisfaction

The concept of satisfaction is challenging since it is influenced by a variety of elements, including advertising, quality, changes in consumers' desires due to things like convenience, and their experiences as consumers (Anselmsson, 2006). (Devesa et al., 2010). Regardless of whether a product meets customer expectations or not, psychological and emotional aspects influence individual purchase patterns and the success of a business (Baker & Crompton, 2000; Nam et al., 2011).

Consumer emotional growth and emotional attachment are at the core of satisfaction (Iglesias et al., 2011), company brand attributes and customer satisfaction are important for long-term relationships (Biedenbach & Marell, 2010), and customer purchasing experiences are crucial for the growth of brand equity and consumer memory influences brand trust and repurchase intentions (Ha & Perks, 2005).

Customer pleasure, loyalty, and a strong customer brand relationship must be the company's main priorities if it wants to improve or strengthen the consumer brand experience (Sahin et al., 2011; Yao et al., 2013). Customer experience has a direct impact on brand experience, while brand image has a secondary impact (Keng et al., 2013). Brand satisfaction has a big impact on brand loyalty, and brand

experience has a big impact on brand attributes, according to studies by Brakus et al. (2009) and Iglesias et al. (2011).

Companies can use brand experience to develop a strong brand identity and image, customer loyalty to get a competitive edge in the market, and implement plans (Yao et al., 2013). Brand happiness is influenced by online brand experience (Lee & Jeong, 2014). Brand experience has a significant impact on customer satisfaction, which is reflected in customer engagement on brand social media pages. In contrast to dissatisfied customers, satisfied customers are more likely to express positive interest in the brand page.

Brand Facebook Page Engagement

The study of the intervening forces that link perceived relationships and relational outcomes, including the use of brand channels (Nysveen et al., 2005), has provided useful insights into how these endeavors affect the customer's loyalty to a brand. When an individual's expectations of a brand's venture are realized, customer happiness rises. In exchange, satisfied investment is thought to yield fruitful outcomes and encourage continued investment (Garbarino & Johnson, 1999; Hennig-Thurau et al., 2002). (Brady et al., 2005). Customers or consumers appear to select online media based on their pleasure with prior client experiences (Venkatesh, Thong, Chan, Hu, & Brown, 2011; Hu, Kettinger, & Poston, 2015).

Facebook was selected as the foundational platform under the assumption that it is now the largest and fastest growing SN. Furthermore, according to findings from a recent statistical survey (Keath et al., 2011), Facebook is seen by businesses as the most appealing web-based social networking platform to use for advertising, particularly for B2C businesses. For businesses using Facebook as a platform for

advertising, there are five possible outcomes: (1) Ads, (2) Brand Pages, (3) Social Plugins, (4) Applications, and (5) Sponsored Stories (Facebook 2012b). With regard to all of them, Facebook pages offer the greatest amount of opportunities for direct customer involvement.

Media and technology experts frequently utilize the Utilizations and Gratifications (U&G) hypothesis (Katz, 1959) method to understand why individuals engage with different sorts of Facebook content and what drives them to do so. U&G theory has previously been applied to social media and brand networks, where it has been shown that consuming interesting and enlightening content is a key factor for support in brand networks (Dholakia et al., 2004; Raacke & Bonds-Raacke, 2008), with entertainment being found to have a more enduring effect (Valenzuela et al., 2009). The researcher also discusses the different fan types and their "liking" intentions. The term "lurking" refers to students who efficiently absorb information when browsing the internet (Milligan et al., 2013).

As a result of the aforementioned customer engagement research, the researcher has obtained findings that are favorable and directly related to the relationship between the customer and the brand, such as loyalty, effective commitment, trust, and satisfaction (Brodie et al., 2011). The consumers joined the brand communities where they felt a feeling of emotional attachment, a sense of loyalty, and most significantly, a sense of value as a brand's customer. Customers always choose businesses with communities to which they feel an affinity and with whom they have a basic connection, as this enhances the brands' ability to further influence them (Algesheimer et al., 2005).

Satisfaction and Trust as a Mediators

Connection and strong trust in relationships, standards, and behavioral aspects are key components of satisfaction (Putnam, 2001). According to several studies, those who have trouble trusting strangers are harder to target via social media and more difficult to approach regarding brand advertising than people who have strong social networks and easy trust issues (Helliwell & Putnam, 2004). There is a chance that having a large social network also affects how happy one is in life because those who are a part of it have more resources to help them deal with both personal and professional issues.

The study by Ellison et al. (2007) claims that although the use of Facebook has increased, people are still hesitant to place their faith in social media platforms. Homophiles is all about how users are drawn to social networks because of shared interests, social status, values, and beliefs, as well as similarities in the content of brand pages. In social media networks, people connect in groups if they share an interest or other characteristic with the other group members. This leads to frequent interactions and the development of close relationships (Valenzuela et al., 2009).

In social media networks, users who are like one another have greater opportunities to share related information and newly discovered information. Data exchanged and shared will likely be more trustworthy and authentic when

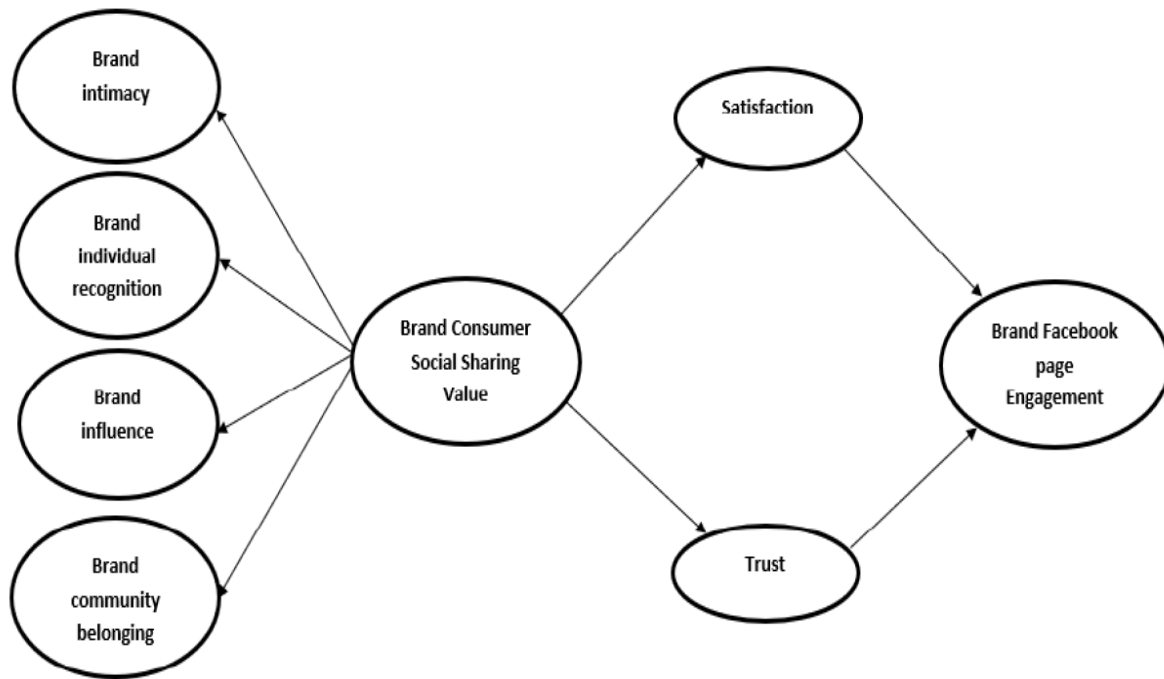
message senders (Social media posters) and recipients (Social media fans) in brand networks become increasingly homogeneous. Additionally, in order to establish positive relationships with consumers, advertising firms increasingly concentrate on capturing consumers' attention by identifying appropriate groups (Valenzuela et al., 2009).

With all the studies mentioned above demonstrating how consumers use social media, trust enhancement and strong bonds operate as mediators between consumer social media use and results connected to brand engagement.

H1: Brand Facebook Page Engagement and Brand Consumer Social Sharing Value are related through satisfaction.

H2: The association between Facebook Page Engagement and Brand Consumer Social Sharing Value is mediated by trust.

3. RESEARCH METHODOLOGY



Conceptual model

Methodology:

The main goal of this study is to investigate the connections between Brand Consumer Social Sharing Value and Brand Facebook Page Engagement, as well as the connections between Brand Consumer Social Sharing Value and Satisfaction. The investigation of the connections between brand consumer social sharing value, trust, and brand Facebook page engagement is another goal of this study. This study's findings provide significant contributions to the field, both conceptually and experimentally. The participants in this study were consumers who interacted with clothes brands on Facebook. Information was gathered from customers in the Pakistani city of Faisalabad (n=204). Convenience sampling has been used as a survey strategy to acquire data.

Both online surveys and self-administrated surveys from friends, relatives, and coworkers have used convenience sampling. The respondents were instructed to think about the textile industry and a Pakistani apparel company they had "Liked" on Facebook when answering the quiz. Respondents are required to answer questions based on their interactions with their businesses. Items related to brand intimacy, individual brand identification, and community brand belonging were adopted from (Simon & Andrews, 2015). Items with a brand influence were adapted from (Baldus et al., 2015). The adoption of satisfaction items came from (Shukla et al., 2016).

Objects of trust were derived from (Gurviez&Korchia, 2003). The consumer involvement components of behavioural, cognitive, and emotional items were adapted from (Solem & Pedersen, 2016). Engagement,

satisfaction, and trust indicators for brand Facebook pages are used to gauge brand consumer social sharing value. The Likert scale comprises five points. From "1=strongly Disagree" to "5=Strongly Agree," the Likert scale has five points. Data analysis has been done using SPSS 22.0.

4. RESULTS

To determine the reliability of scales, the Cronbach alpha reliability value was determined. Brand Facebook page engagement is 0.823, brand customer social sharing value scale reliability score is 0.830, happiness is 0.753, and trust is 0.71.

It has been found that there is a linear association between brand consumer social sharing value, satisfaction, and brand Facebook page engagement, or that there is a relationship between brand consumer social sharing value, trust, and brand Facebook page engagement. The mediating effects of satisfaction and trust between brand consumer social sharing values and brand Facebook page engagement have been examined using Process by Baron and Kenny (1986) regression.

Table 1's summary of the standard deviation and mean of the variables demonstrates that the data was normal according to its allowable range.

Table 1: Descriptive statistics

	Mean	Cronbach Alpha	Std. Deviation
Brand Consumer Social Sharing Value (BCSSV)	3.4781	0.830	.57399
Satisfaction	3.4298	0.753	.78617
Trust	3.4825	0.71	.67427
Brand Facebook Page Engagement (BFPE)	3.3947	0.823	.61279

The direct correlation between BCSSV, BFPE, Satisfaction, and Trust has been examined using simple linear regression. H1: BCSSV directly affects BFPE ($R=.589$; $R^2=.347$; adjusted $R^2=.329$ or $P=0.000$); $R^2=.347$; adjusted $R^2=.329$; $P=0.000$). ($R=.594$; $R^2=.353$; adjusted $R^2=.335$ or $P=0.000$) H2=BCSSV exhibits a positive relationship with satisfaction. H3=BCSSV is correlated strongly with Trust ($R=.556$, $R^2=.390$, adjusted $R^2=.290$, or $P=0.000$). Trust has a favorable effect on BFPE

($R=.622$; $R^2=.386$; adjusted $R^2=.369$ or $P=0.000$); H4=Trust). H5: The relationship between satisfaction and BFPE is positive ($R=.411$; $R^2=.169$; adjusted $R^2=.146$ or $P=0.000$). We accept H1, H2, H3, H4, and H5. Brand consumer social sharing value, brand Facebook page engagement, and the Baron and Kenny (1986) process have all been utilized to examine the moderating effect. H6 is thus only partially accepted.

Table 2: mediating effect of Satisfaction between Brand consumer social sharing value and Brand Facebook Page Engagement

Model	R	R Square	Adjusted R Square	R square Change	F change	Sig.
1	.411 ^a	.169	.146	.169	7.328	.010 ^a
2	.594	.345	.316	-.184	9.966	.003

a. Predictors: (Constant), Satisfaction

b. Predictors: (Constant), S, BCSSV

Table 2's findings show that there is no moderating effect of satisfaction between brand consumer social sharing value and brand Facebook page engagement, but there is a direct and significant relationship between brand consumer social sharing value and brand

Facebook page engagement and satisfaction, however, the relationship between independent variable brand customer social sharing value and dependent variable brand Facebook page engagement is moderate or insignificant. H7 is therefore fully accepted.

Table 3: Mediating effect of Trust between Brand Consumer Social Sharing value and Brand Facebook Page Engagement

Model	R	R Square	Adjusted R Square	R Square Change	F	Sig.
1	.622 ^a	.386	.369	.386	22.677	.000 ^a
	.687	.473	.442	.086	5.7171	0.22

a. Predictors: (Constant), Brand Trust

b. Predictors: (Constant), BT, BCSSV

5. DISCUSSION

According to a recent study, the four components of consumer social sharing value are brand intimacy, individual recognition, brand influence, and community belongings (Knobloch & Solomon, 2002, 2003). With this idea, the business officially recognized its social partners because of the interactions it had with its customers via social media, which helped it better understand their interactions. Many social media sites, including Facebook, allow users to exchange opinions about goods, companies, and topics they have in common with other users, strengthening the bonds between businesses and consumers (Schivinski et al., 2016; Vivek et al., 2012). According to Leckie et al. (2016) and

Vivek et al. (2012), these kinds of partnerships between consumers and brands foster strong bonds and long-lasting relationships through discussing brand performance, providing feedback on items, and exchanging ideas that help brands better their goods (Ashley & Tuten, 2015). These kinds of consumer-brand interactions aid companies in the creation of new items and other products since consumers offer their ideas throughout these encounters (Hidayanti et al., 2018; Hoyer et al., 2010) The exchange of ideas and improved customer satisfaction with brands led to strong brand trust (Chen et al., 2011; Laroche et al., 2013).

The main contribution of this study relates to the two ways in which brand consumer social sharing value affects brand page engagement on Facebook. Satisfaction and Trust, in that order, are two media-driven mediators that each path depends on. The relevance of this research is increased since media engagement is examined through a social behavioral point, reducing the possibility that both intervening elements may carefully and obliquely cover the dependent variable (Schivinski et al., 2016).

This research supports the dimensions of brand consumer social sharing value and user contentment and trust through literature, demonstrating that brand consumer social sharing value has the potential to foster satisfaction and trust or brand page engagement (Simon & Andrews, 2015).

Our results demonstrate the importance of each mediating route in the relationship between brand consumer social sharing value and variations in satisfaction, trust, and brand page engagement. As a result, both mediating pathways logically add to the literature and marketing study.

This study demonstrates that customer response to brand efforts is user involvement with the brand through post reading, post reaction, and conversation in the brand community. Each person who participates in the brand community and engages in it plays a critical role and benefits both parties (Reichheld & Schefer, 2000; Simon & Andrews, 2015). As was previously mentioned, clothing companies should think about using social media as a strategy for product marketing. Literature and previous studies indicate that social media is a technological platform for advertising brands. It also provides a large number of users from all over the world without taking into account their geographical communities, and it offers

customers in accordance with social networking and brand affinity.

Social media may be a wonderful way to engage customers due to the competitive marketing climate by concentrating on their engagement behavior, emotional attachment, commitment, trust, loyalty, and satisfaction. As indicated in the aforementioned research, by paying more attention to these convincing aspects, the level of involvement within brand communities may be raised from little to broad engagement. According to the findings, brand community engagement, brand individual identification, brand intimacy, and brand impact all benefit from brand consumer social sharing value. The degree of attachment can be raised with the effective application of techniques to involve customers in brand communities.

Additionally, they increase page engagement with confidence and happiness. Second, our research demonstrates that managers must encourage brand usage and Impressions management techniques in their brand communities if they want to increase brand trust. The route coefficients from societal responsibilities to trust-fostering behaviors are bigger than those of other paths.

Managerial Implications

For the enterprises that manufacture clothing, this labor offers vital experiences. By understanding the different forms of satisfactions that result from customers interacting with their individual brand's Facebook page, or simply by scrolling to the brand's page, specialists would gain from this study. Companies must realize that to highlight brand intimacy, they must have a two-way dialogue with their customers. They must post brand content on social media numerous times each day and try to respond as soon as possible

to consumer posts. This complete brand must publish frequent updates that demonstrate a greater number of followers. The ideal method is to address the customer by name in the response.

To boost brand influence, businesses should express gratitude to customers for their feedback and respect for the fact that customers' excellent comments and suggestions—many of which have already been posted on the brand's Facebook page—play a significant role in improving the products. When customers perceive and perceive that a brand respected their thoughts and made an effort to improve their relationship with customers through two-way communication and good interactions, they feel a sense of belonging to the brand community. For the companies, this study has some significant practical implications. Utilize social media's low cost and widespread appeal among consumers by taking advantage of its features, as demonstrated by this study. Online brand societies offer the same advantages and leads.

For managers, this research has significant practical ramifications. All brand managers are taking advantage of social media's broad reach, low cost, and popularity because of these factors, which has led them to desire social media almost irrationally. Their understanding of this process is improved thanks to our findings. First, it demonstrates that social media-based brand communities have the same advantages and advantages as traditional physical brand communities. They have a favorable impact on community members' shared awareness, rituals, and social obligations. Additionally, they increase page engagement with confidence and happiness. Second, our research demonstrates that managers must encourage brand usage and Impressions management techniques in their brand communities if they want to increase brand trust.

Brand use practices are activities that help customers use branded products more effectively while impressions management is the management of customer perceptions and images of the brand (Schau et al., 2009). Obviously, the information sharing, and interpersonal connections offered by social media make it simple to promote these activities.

Limitation & Future Research

There are some restrictions in this that provide new opportunities for subsequent research. Researchers employ convenience sampling procedures, which are appropriate given the sample size, to test the internal validity of their study. Additionally, the researcher in this study concentrated on a particular piece of content, Brand Facebook Page Engagement, to establish a theoretical connection with earlier research and media gratifications as well as to establish the concept of Brand-Consumer Social Sharing Value's nomological belonging.

Consequently, a social media platform Facebook has developed into a crucial tool for garment manufacturers to communicate, so it's critical to assess how this study relates to the framework and other mass media channels like Pinterest, Twitter, and Instagram. With all of this, it is widely believed that the company is making significant efforts to establish a strong relationship with its customers on social media platforms (Palmatier et al., 2009).

The brand's efforts in social media for business operations, or, as Porter and Donthu (2008) put it, to establish a connection with Brand Facebook Page Engagement or Brand Consumer Social Sharing Value, should also be checked with great attention. First, convenience sampling was employed for the study, which places restrictions on the data collection for the results.

In the future, apply various types of sampling strategies, such as proportionate sampling and stratified sampling, to improve the results and obtain more expanded data for the study. Second, while the focus of this study was solely on textile garment brands, future versions of the study might also include the service sector, other textile items, the banking sector, and the insurance industry.

Thirdly, a small sample size of 204 was employed for this investigation due to the restricted resources and time available; however, sample sizes may be raised in the future to improve results. Fourthly, because of the study's focus on the population of the Pakistani city of Faisalabad alone, a limited demographic was chosen. Only to users who engage with their particular brand on social media. For better findings in the future, this study could be carried out in other Pakistani cities as well as abroad.

Finally, it is crucial that satisfaction and trust serve as the mediating factors in the relationship between brand consumer social sharing value and brand Facebook page engagement. Social media is inevitably becoming a crucial avenue for communication between businesses and their clients as well as between clients in the brand network. Although many directors have jumped on board with the passing trend, it's not always evident that they have a carefully thought strategy for using social media. They frequently give the impression of engaging in ineffective experimentation tactics. Exploring each of these spheres of social presence and customer brand interaction will help them develop a steadily sound system.

According to the study's findings, additional research involving a variety of other mediators that are influenced by Brand Facebook Page Engagement can be conducted. Brand trust was identified as the least significant mediating

variable for the process of brand engagement in this study (Kelleher, 2009; Palmatier et al., 2009; Porter & Donthu, 2008). However, other potential brand trust mediating variables, such as brand information credibility (Tsai & Men, 2013), may be of interest for conducting future research.

References

1. Abdul-Ghani, E., Hyde, K. F., & Marshall, R. (2011). Emic and etic interpretations of engagement with a consumer-to-consumer online auction site. *Journal of Business Research*, 64(10), 1060–1066.
2. Abdul Ghani, J. (2010). Maria B. Designs (Pvt.) Lt. *Asian Journal of Management Cases*, 7(1), 89–102.
3. Ahmad, N., Salman, A., & Ashiq, R. (2015). The impact of social media on fashion industry: Empirical investigation from Karachiites. *Journal of Resources Development and Management*, 7.
4. Ahmad, T., & Waheed, M. (2015). Cloud Computing Adoption Issues and Applications in Developing Countries: A Qualitative Approach. *International Arab Journal of Information Technology*, 4(2), 84-93.
5. Ahmed, M. A., & Zahid, Z. (2014). Role of social media marketing to enhance CRM and brand equity in terms of purchase intention. *Asian Journal of Management Research*, 4(3), 533–549.
6. Ain, N., Kaur, K., & Waheed, M. (2016). The influence of learning value on learning management system use: An extension of UTAUT2. *Information*

- Development, 32(5), 1306–1321. <https://doi.org/10.1177/0266666915597546>
7. Ain, N., Vaia, G., DeLone, W. H., & Waheed, M. (2019). Two decades of research on business intelligence system adoption, utilization and success—A systematic literature review. *Decision Support Systems*, 125, 113113.
 8. Airey, D. (2009). *Logo design love: A guide to creating iconic brand identities*. New Riders.
 9. Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34.
 10. Ali, A., Ahmad-Ur-Rehman, M., Haq, I. U., Jam, F. A., Ghafoor, M. B., & Azeem, M. U. (2010). Perceived organizational support and psychological empowerment. *European Journal of Social Sciences*, 17(2), 186–192.
 11. Anselmsson, J. (2006). Sources of customer satisfaction with shopping malls: a comparative study of different customer segments. *International Review of Retail, Distribution and Consumer Research*, 16(1), 115–138.
 12. Arnott, D. C., Wilson, D., & Sichtmann, C. (2007). An analysis of antecedents and consequences of trust in a corporate brand. *European Journal of Marketing*.
 13. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
 14. Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), 45–61.
 15. Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
 16. Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68(5), 978–985.
 17. Baumeister, R. F., & Leary, M. R. (1995). The need to belong: desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin*, 117(3), 497.
 18. Berlyne, D. E. (1960). Conflict, arousal, and curiosity.
 19. Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, 28(1), 128–137.
 20. Biedenbach, G., & Marell, A. (2010). The impact of customer experience on brand equity in a business-to-business services setting. *Journal of Brand Management*, 17(6), 446–458.
 21. Brady, M. K., Knight, G. A., Cronin Jr, J. J., Tomas, G., Hult, M., & Keillor, B. D. (2005). Removing the contextual lens: A multinational, multi-setting

- comparison of service evaluation models. *Journal of Retailing*, 81(3), 215–230.
22. Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52–68.
23. Breitsohl, J., Kunz, W. H., & Dowell, D. (2015). Does the host match the content? A taxonomical update on online consumption communities. *Journal of Marketing Management*, 31(9–10), 1040–1064.
24. Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.
25. Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114.
26. Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. *Journal of Interactive Marketing*, 23(4), 321–331.
27. Chen, Y., Fay, S., & Wang, Q. (2011). The role of marketing in social media: How online consumer reviews evolve. *Journal of Interactive Marketing*, 25(2), 85–94.
28. Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2020). Factors influencing consumer attitudes toward online shopping: the mediating effect of trust. *EuroMed Journal of Business*.
29. Chiu, C.-M., & Huang, H.-Y. (2015). Examining the antecedents of user gratification and its effects on individuals' social network services usage: the moderating role of habit. *European Journal of Information Systems*, 24(4), 411–430.
30. Connolly, R., & Bannister, F. (2007). Consumer trust in Internet shopping in Ireland: towards the development of a more effective trust measurement instrument. *Journal of Information Technology*, 22(2), 102–118.
31. Dabholkar, P. A., & Sheng, X. (2012). Consumer participation in using online recommendation agents: effects on satisfaction, trust, and purchase intentions. *The Service Industries Journal*, 32(9), 1433–1449.
32. De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83–91.
33. Devesa, M., Laguna, M., & Palacios, A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism Management*, 31(4), 547–552.

34. Dholakia, U. M., & Durham, E. (2010). One café chain's Facebook experiment. *Harvard Business Review*, 88(3), 26.
35. Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network-and small-group-based virtual communities. *International Journal of Research in Marketing*, 21(3), 241–263.
36. Elliott, R., & Wattanasuwan, K. (1998). Brands as symbolic resources for the construction of identity. *International Journal of Advertising*, 17(2), 131–144.
37. Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook “friends:” Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4), 1143–1168.
38. Finn, A. (1988). Print ad recognition readership scores: An information processing perspective. *Journal of Marketing Research*, 25(2), 168–177.
39. Garbarino, E., & Johnson, M. S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing*, 63(2), 70–87.
40. 63(2), 70–87.
41. Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of Consumer Research*, 31(2), 296–312.
42. Gurviez, P., & Korchia, M. (2003). Test of a consumer-brand relationship model including trust and three consequences. *Thirtieth International Research Seminar in Marketing*, 1–20.
43. Ha, H., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour: An International Research Review*, 4(6), 438–452.
44. Hausman, A. V., & Siekpe, J. S. (2009). The effect of web interface features on consumer online purchase intentions. *Journal of Business Research*, 62(1), 5–13.
45. Helliwell, J. F., & Putnam, R. D. (2004). The social context of well-being. *Philosophical Transactions of the Royal Society of London. Series B: Biological Sciences*, 359(1449), 1435–1446.
46. Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding relationship marketing outcomes: an integration of relational benefits and relationship quality. *Journal of Service Research*, 4(3), 230–247.
47. Hidayanti, I., Herman, L. E., & Farida, N. (2018). Engaging customers through social media to improve industrial product development: the role of customer co-creation value. *Journal of Relationship Marketing*, 17(1), 17–28.
48. Hoyer, W. D., Chandy, R., Dorotic, M., Krafft, M., & Singh, S. S. (2010). Consumer cocreation in new product

- development. *Journal of Service Research*, 13(3), 283–296.
49. Hsu, Y.-L. (2012). Facebook as international eMarketing strategy of Taiwan hotels. *International Journal of Hospitality Management*, 31(3), 972–980.
50. Hu, T., Kettinger, W. J., & Poston, R. S. (2015). The effect of online social value on satisfaction and continued use of social media. *European Journal of Information Systems*, 24(4), 391–410.
51. Husnain, M., & Toor, A. (2017). The impact of social Network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, 10(1), 167–199.
52. Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570–582.
53. Irshad, M., Ahmad, M. S., & Malik, O. F. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail & Distribution Management*.
54. Jam, F. A., Rauf, A. S., Husnain, I., Bilal, H. Z., Yasir, A., & Mashood, M. (2014). Identify factors affecting the management of political behavior among bank staff. *African Journal of Business Management*, 5(23), 9896–9904.
55. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
56. Katz, E. (1959). Mass communications research and the study of popular culture: An editorial note on a possible future for this journal. *Departmental Papers (ASC)*, 165.
57. Keath, J., Kistner, J., Mirman, E., & Levey, J. (2011). Facebook page marketing. *HubSpot Retrieved*, 22–24.
58. Kelleher, T. (2009). Conversational voice, communicated commitment, and public relations outcomes in interactive online communication. *Journal of Communication*, 59(1), 172–188.
59. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.
60. Keltner, D., & Haidt, J. (1999). Social functions of emotions at four levels of analysis. *Cognition & Emotion*, 13(5), 505–521.
61. Keng, C.-J., Tran, V.-D., & Le Thi, T. M. (2013). Relationships among brand experience, brand personality, and customer experiential value. *Contemporary Management Research*, 9(3).
62. Khan, T. I., Akbar, A., Jam, F. A., & Saeed, M. M. (2016). A time-lagged study of the relationship between big

- five personality and ethical ideology. *Ethics & Behavior*, 26(6), 488-506.
63. Khan, T. I., Jam, F. A., Akbar, A., Khan, M. B., & Hijazi, S. T. (2011). Job involvement as predictor of employee commitment: Evidence from Pakistan. *International Journal of Business and Management*, 6(4), 252-262. <https://doi.org/10.5539/ijbm.v6n4p252>
64. Khan, T. I., Jam, F. A., Anwar, F., Sheikh, R. A., & Kaur, S. (2012). Neuroticism and job outcomes: Mediating effects of perceived organizational politics. *African Journal of Business Management*, 6(7), 2508-2515.
65. Knobloch, L. K., & Solomon, D. H. (2002). Information seeking beyond initial interaction: Negotiating relational uncertainty within close relationships. *Human Communication Research*, 28(2), 243-257.
66. 65. Knobloch, L. K., & Solomon, D. H. (2003). Manifestations of relationship conceptualizations in conversation. *Human Communication Research*, 29(4), 482-515.
67. 66. Lambe, C. J., Spekman, R. E., & Hunt, S. D. (2000). Interimistic relational exchange: Conceptualization and propositional development. *Journal of the Academy of Marketing Science*, 28(2), 212-225.
68. 67. Laroche, M., Habibi, M. R., & Richard, M.-O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76-82.
69. 68. Leckie, C., Nyadzayo, M. W., & Johnson, L. W. (2016). Antecedents of consumer brand engagement and brand loyalty. *Journal of Marketing Management*, 32(5-6), 558-578.
70. 69. Lee, S. A., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, 40, 49-58.
71. 70. Lipsman, A., Mudd, G., Rich, M., & Bruich, S. (2012). The power of "like": How brands reach (and influence) fans through social-media marketing. *Journal of Advertising Research*, 52(1), 40-52.
72. 71. Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment☆. *Journal of Retailing*, 77(1), 39-56.
73. 72. Mazhar, F., Jam, F. A., & Anwar, F. (2012). Consumer trust in e-commerce: A study of consumer perceptions in Pakistan. *African Journal of Business Management*, 6(7), 2516-2528.
74. 73. McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54.

76. 74. McQuail, D. (1987). *Mass communication theory: An introduction*. Sage Publications, Inc.
77. 75. Milligan, C., Littlejohn, A., & Margaryan, A. (2013). Patterns of engagement in connectivist MOOCs. *Journal of Online Learning and Teaching*, 9(2), 149–159.
78. 76. Muniz, A. M., & O’guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432.
79. 77. Murdough, C. (2009). Social media measurement: It’s not impossible. *Journal of Interactive Advertising*, 10(1), 94–99.
80. 78. Nam, J., Ekinici, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009–1030.
81. 79. Nysveen, H., Pedersen, P. E., & Thorbjørnsen, H. (2005). Intentions to use mobile services: Antecedents and cross-service comparisons. *Journal of the Academy of Marketing Science*, 33(3), 330–346.
82. 80. Palmatier, R. W., Jarvis, C. B., Bechkoff, J. R., & Kardes, F. R. (2009). The role of customer gratitude in relationship marketing. *Journal of Marketing*, 73(5), 1–18.
83. 81. Porter, C. E., & Donthu, N. (2008). Cultivating trust and harvesting value in virtual communities. *Management Science*, 54(1), 113–128.
84. 82. Putnam, R. D. (2001). *Bowling alone: The collapse and revival of American community*. Simon and Schuster.
85. 83. Qazi, A., Raj, R. G., Tahir, M., Waheed, M., Khan, S. U. R., & Abraham, A. (2014). A preliminary investigation of user perception and behavioral intention for different review types: Customers and designers’ perspective. *The Scientific World Journal*, 2014.
86. 84. Raacke, J., & Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. *Cyberpsychology & Behavior*, 11(2), 169–174.
87. 85. Reichheld, F. F., & Schefter, P. (2000). E-loyalty: your secret weapon on the web. *Harvard Business Review*, 78(4), 105–113.
88. 86. Robertson, K. (1989). Strategically desirable brand name characteristics. *Journal of Consumer Marketing*, 6(4), 61–71.
89. 87. Safko, L., & Brake, D. K. (2009). *The social media bible: Tactics, tools, and strategies for business success*. Hoboken: Wiley John & Sons. Inc.
90. 88. Sahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; empirical research on global brands. *Procedia-*

- Social and Behavioral Sciences, 24, 1288–1301.
91. 89. Sanni, S. A., Ngah, Z. A., Karim, N. H. A., Abdullah, N., & Waheed, M. (2013). Using the diffusion of innovation concept to explain the factors that contribute to the adoption rate of e-journal publishing. *Serials Review*, 39(4), 250-257.
92. 90. Schaefer, M. T., & Olson, D. H. (1981). Assessing intimacy: The PAIR inventory. *Journal of Marital and Family Therapy*, 7(1), 47–60.
93. 91. Schau, H. J., Muñiz Jr, A. M., & Arnould, E. J. (2009). How brand community practices create value. *Journal of Marketing*, 73(5), 30–51.
94. 92. Schembri, S., Merrilees, B., & Kristiansen, S. (2010). Brand consumption and narrative of the self. *Psychology & Marketing*, 27(6), 623–637.
95. 93. Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands. *Journal of Advertising Research*, 56(1), 64–80.
96. 94. Shahbaz, M., Jam, F. A., Bibi, S., & Loganathan, N. (2016). Multivariate Granger causality between CO2 emissions, energy intensity and economic growth in Portugal: Evidence from cointegration and causality analysis. *Technological and Economic Development of Economy*, 22(1), 47-74.
97. 95. Shahbaz, M., Tiwari, A. K., Jam, F. A., & Ozturk, I. (2014). Are fluctuations in coal consumption per capita temporary? Evidence from developed and developing economies. *Renewable and Sustainable Energy Reviews*, 33, 96-101.
98. 96. Shukla, P., Banerjee, M., & Singh, J. (2016). Customer commitment to luxury brands: Antecedents and consequences. *Journal of Business Research*, 69(1), 323–331.
99. 97. Simon, F., & Andrews, L. (2015). A relational approach to direct mail consumption: The perspective of engagement regimes. *European Journal of Marketing*, 49(9/10), 1527–1562.
100. 98. Solem, B. A. A., & Pedersen, P. E. (2016). The role of customer brand engagement in social media: conceptualisation, measurement, antecedents and outcomes. *International Journal of Internet Marketing and Advertising*, 10(4), 223–254.
101. 99. Stern, B. B. (1997). Advertising intimacy: relationship marketing and the services consumer. *Journal of Advertising*, 26(4), 7–19.
102. 100. Tsai, W.-H. S., & Men, L. R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Interactive Advertising*, 13(2), 76–87.
- 103.

104. 101. Tsang, J.-A. (2006). The effects of helper intention on gratitude and indebtedness. *Motivation and Emotion*, 30(3), 198–204.
105. 102. Valenzuela, S., Park, N., & Kee, K. F. (2009). Is there social capital in a social network site?: Facebook use and college students' life satisfaction, trust, and participation. *Journal of Computer-Mediated Communication*, 14(4), 875–901.
106. 103. Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266.
107. 104. Venkatesh, V., Thong, J. Y. L., Chan, F. K. Y., Hu, P. J., & Brown, S. A. (2011). Extending the two-stage information systems continuance model: Incorporating UTAUT predictors and the role of context. *Information Systems Journal*, 21(6), 527–555.
108. 105. Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146.
109. 106. Waheed, M., & Hussain, M. F. (2010). Empirical Study of Learner Contentment Towards E-Learning: Influential Role of Key Factors.
110. 107. Waheed, M., & Jam, F. A. (2010). Teacher's intention to accept online education: Extended TAM model. *Interdisciplinary Journal of Contemporary Research in Business*, 2(5), 330-344.
111. 108. Waheed, M., & Kaur, K. (2016). Knowledge quality: A review and a revised conceptual model. *Information Development*, 32(3), 271-284.
112. 109. Waheed, M., Kaur, K., & Kumar, S. (2016). What role does knowledge quality play in online students' satisfaction, learning and loyalty? An empirical investigation in an eLearning context. *Journal of Computer Assisted Learning*, 32(6), 561-575.
113. 110. Waheed, M., Kaur, K., & Qazi, A. (2016). Students' perspective on knowledge quality in eLearning context: a qualitative assessment. *Internet Research*.
114. 111. Waheed, M., Kaur, K., Ain, N., & Hussain, N. (2016). Perceived learning outcomes from Moodle: An empirical study of intrinsic and extrinsic motivating factors. *Information Development*, 32(4), 1001-1013.
115. 112. Waheed, M., Kaur, K., Ain, N., & Sanni, S. A. (2015). Emotional attachment and multidimensional self-efficacy: extension of innovation diffusion theory in the context of eBook reader. *Behaviour & Information Technology*, 34(12), 1147-1159.
116. 113. Yao, J., Wang, X., & Liu, Z. (2013). Identification System. *Journal of Applied Sciences*, 13(21), 4477–4482.

-
118. 114. Yim, C. K., Tse, D. K., & Chan, K. W. (2008). Strengthening customer loyalty through intimacy and passion: Roles of customer–firm affection and customer–staff relationships in services. *Journal of Marketing Research*, 45(6), 741–756.
119. 115. Zhou, Z., Zhang, Q., Su, C., & Zhou, N. (2012). How do brand communities generate brand relationships? Intermediate mechanisms. *Journal of Business Research*, 65(7), 890–895.
120. 116. Ziauddin, I., Khan, M., Jam, F., & Hijazi, S. (2010). The impacts of employees' job stress on organizational commitment. *European Journal of Social Sciences*, 13(4), 617-622.